







## EFFECTIVE PARTNERSHIPS: MAIN STREET IN ACTION

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## PARTNERSHIPS ON MAIN STREET

- Can be sustained or ad hoc...seek them out
- Build on a common vision
- Understand mutual benefit...and foster it
- Know when to get it in writing
- Incorporate partner ideas
- Publicize, publicize, publicize
  - Make sure Main Street funders know
- Evaluate and give credit



## IDENTIFYING NEW PARTNERS

- Who has the contacts, expertise, or skills to help?
- Who has access to people or resources needed?
- What do you need?
- How can you help them?
- What are your joint strategies for working together?
  - Quality is key
  - Common goal

## MAIN STREET EXAMPLES

- Unique resources
  - Court Required Community Service (FIST) and Waukegan Main Street
    - Clean-ups
    - Panhandling
    - Volunteers

## MAIN STREET EXAMPLES



- Unique resources
  - U. S. Forest Service (USFS) and Hardin County Main Street
    - \$32,000 of in-kind volunteer hours provided by Main Street
    - USFS Brochures, maps, and Smoky Bear items
    - Five (5) year contract with reimbursed expenses based on volunteer in-kind



## MAIN STREET EXAMPLES



- Main Street programs helping Main Street programs
  - Downtown Crystal Lake and Six Corners-Chicago: Streetscape mitigation
  - Multiple programs: Festival Volunteer help



## MAIN STREET EXAMPLES



- Mutual benefit
  - Downtown Crystal Lake and the Salvation Army of McHenry County
    - Lend furniture and equipment
    - Organize downtown fundraiser



## MAIN STREET EXAMPLE



- Broader, regional benefit
  - Renaissance Rock Island and the Northwestern Illinois Housing Coalition
    - Moline
    - Sterling
    - Illinois Housing Development Authority (IHDA)



## MAIN STREET EXAMPLES

- Combining multiple resources
  - New Life Project and Jacksonville Main Street
    - Federal Home Loan Bank of Chicago; Farmers State Bank and Trust Company; Jacksonville Enterprise Zone Development Corporation
  - Lincoln Land Community College/ Western Region Education Center
  - Illinois Historic Preservation Agency
  - Area contractors and businesses



Remember, the goal is revitalizing the Main Street district...  
Take it from there.

